

## HISTORY OF FIRMS USING PERFINs

### MAPLES THE FURNISHERS

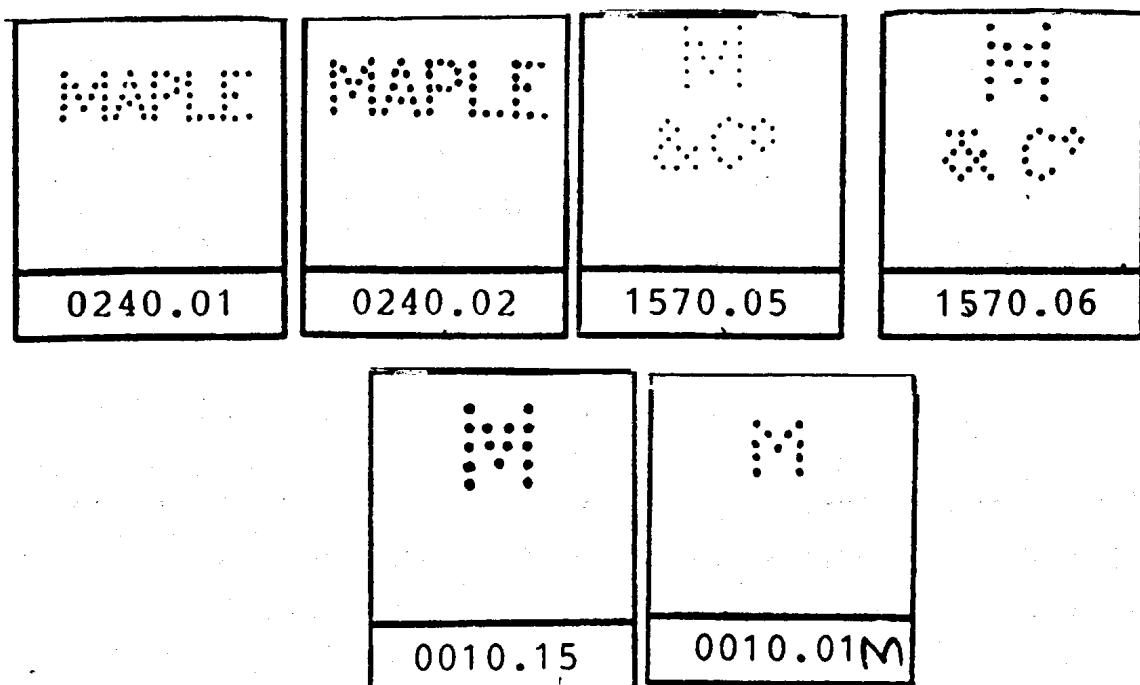
from Dave Hill

This story is from a press release which Arthur Harris got from Maples some years ago.

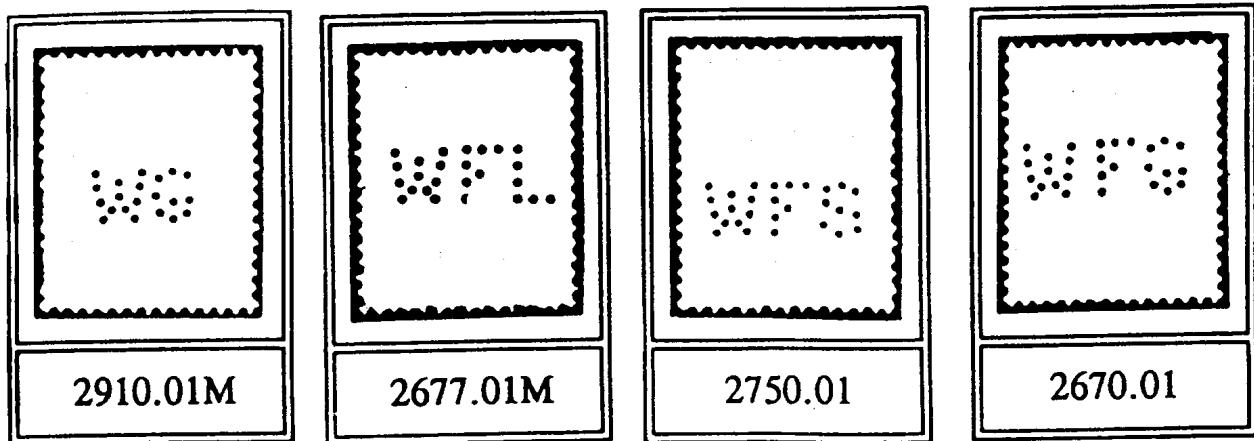
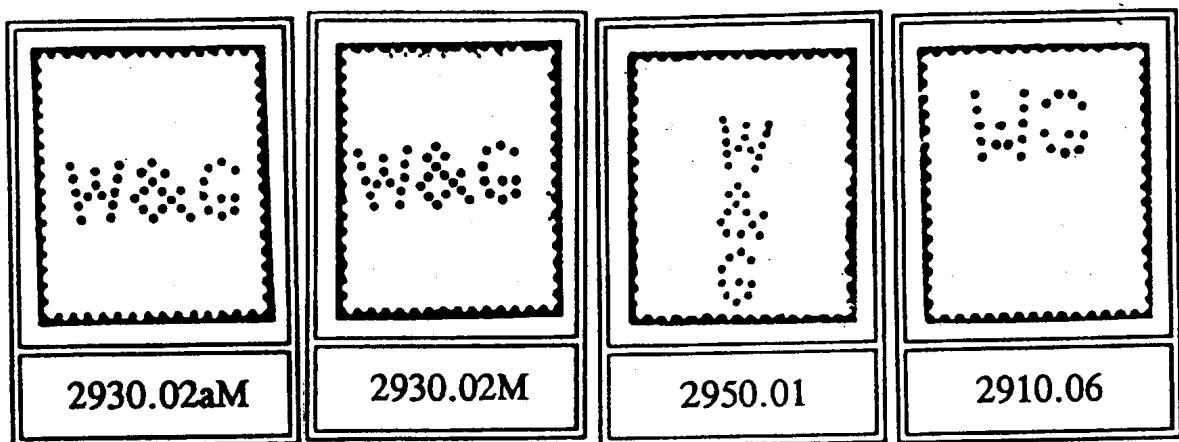
In 1841, 26 years old John Maple opened a drapers shop in London under the curious trade sign "Hen & Chickens". Soon he was describing himself as a "General Furnishing Warehouseman". Advertising and the famous illustrated "Maples Catalogue" spread the name to the suburbs. Within 20 years the firm increased 30 times in size and became a household name.

In the 1930s branches were opened in the seaside towns of Brighton and Bournemouth as well as abroad in Paris, Buenos Aires and Montivedeo. Maples joined forces with Waring and Gillow in 1980 and were then bought by Allied, Britain's leading carpet and furnishing retailers. In the 1990s new style stores were opened in Leeds and London.

**Maples.** used the full name perfins '**MAPLE**' M0240.01 (c1885) and M0240.02 (1870-90). They used '**M&Co**' M1570.05 (1890-1915) and a similar die M1570.06M (1905-1915). From 1920 to 1930 they used a single letter '**M**' (M0010.15) and from 1941 shared the Sloper 12 wide die M0010.0 1 M with other users.



**Waring and Gillow's** first machines were made between 1900 and 1902, all 'W&G', 2 Sloper single head and 1 x 4 head, all W2930.02aM and these were used until 1935. A similar 4 head machine was added in 1905 and used till 1945, W2930.02M. 'W&G' (W2950.01) was used from 1929-39 and a POKO machine 'WG' (W2910.06) from 1932-39. Again after the war they shared 'WG' (W2910.01M) [Sloper 12x 11 with other users. (Although the envelopes only have 'W&G Ltd' on the flap this is almost certainly Waring & Gillow.)



They became **Allied Carpets**, but whether this is Allied Furniture Centres Ltd, Sheffield, who were previously Williams Furniture Supermarkets (perfin WFS); Williams Furniture Ltd., (perfin WFL) or W&S Williams Ltd., (perfin WFG for Williams Furniture Gallery) I do not know. I have asked about Williams before through the Bulletin, thinking that someone may have first hand recent knowledge.